



Name of Degree or Certificate:	<i>General Marketing Certificate</i>
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HIGH SCHOOL

COLLEGE

Note: College credit can be earned in high school through concurrent enrollment. Other high school courses provide a knowledge base for college programs. This is a regional agreement; some of these classes may not be available i

CTE Pathway Course	CTE Course Type	CIP #	High School Suggested CTE Pathway Courses	H S Credit	Concurrent College Credit	College Course #	College Major Course Requirements	College Credit
X	F	08.0901	Travel & Tourism	0.5				
X	F	08.0708	Marketing Semester	Prep 0.5	3	MGMT 2550	Marketing Essentials	3
X	E	08.9904	Advertising/Promotion	0.5				
X	E	08.0710	Customer Service	0.5				
X	E	08.0601	Economics	Prep 0.5		ECON 2010	Micro Economics	3
X	E	08.0301	Entrepreneuership	0.5				
X	E	08.0101	Fashion Merchandising	0.5				
X	E	08.0101	Fashion Merchandising, Advanced	0.5				
X	E	08.0211	Leadership Principles	0.5				
X	E	02.0709	Marketing, Advanced	0.5				
X	E	08.1701	Real Estate	0.5				
X	E	08.0705	Retailing	0.5				
X	E	08.0903	Sports & Entertainment Marketing	0.5				
X	E	52.0312	Accounting I	Prep 0.5				
X	E	52.0211	Business Management	0.5				
X	E	52.0441	Business Law	Prep 0.5				
X	E	32.0199	Student Internship	0.5				
X					1	BUS 1060	Pre-employment Seminar	1
X					3	BUS 1370	Human Relations	3
X					4	Choose 1	BUS 1030, MATH 1050, 1090, 1100	3 or 4
X							STAT 2040	
X					3	Choose 1	MRKT 1510, MGMT 2600	3
X							Choose 10-11 Credits from below	
X					3	ACCT 2010	Financial Accounting	3
X					3	ACCT 2020	Managerial Accounting	3
X						ECON 2020	Macro Economics	3
X					3	MGMT 2050	Business Law	3
X					3	CIS 2400	Word Processing	3
X						MATH 1100	Business Calculus	3
X						STAT 2040	Business Statistics	4
X					2	CIS 2450	Spreadsheets	2
Total potential credits earned in High School:					32	Total credits required for Degree/Certificate:		32

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